

**WHAT IS CLAIMED IS:**

1. A method of providing photofinishing services for images having a main subject and background, comprising the steps of:

producing a digital image of a customer's photographic image;  
producing a main subject belief map from the digital image;  
employing the main subject belief map to produce a modified digital image;  
producing a print of the digital image;  
producing a print of the modified digital image; and  
delivering both prints to the customer.

2. The method as set forth in Claim 1, wherein the step of employing the main subject belief map to produce a modified digital image includes zoom and crop steps that maintain a main subject within a resulting cropped image.

3. The method as set forth in Claim 1, wherein the step of employing the main subject belief map to produce a modified digital image includes a subject emphasizing step.

4. The method as set forth in Claim 3, wherein the subject emphasizing step includes the step of maintaining the main subject in color and the background in black and white.

5. The method as set forth in Claim 3, wherein the subject emphasizing step includes the step of altering the background by reduced brightness to produce a spotlight effect on the main subject.

6. The method as set forth in Claim 3, wherein the subject emphasizing step includes the step of altering the background with reduced sharpness.

7. The method as set forth in Claim 1, wherein the step of employing the main subject belief map to produce a modified digital image includes the step of altering pixel values that are a part of the main subject.

